

### **REMARKS**

Applicant has included herein a copy of the Declaration and Power of Attorney which was previously filed with the Examiner with respect to this case, Application Serial No. 09/752,612. Please update your records accordingly.

In response to the Office Action, dated November 19, 2004, Applicant respectfully requests reconsideration of the rejection based on prior art set forth by the Examiner under 35 U.S.C. §§ 102 and 103. Applicant submits that the references of record fail to either teach or suggest Applicant's presently claimed invention.

Applicant has modified all the independent claims to call for extracting a title of a selected program wherein the extracted title may be modified by a user. The independent claims further call for allowing a user to assign incremental element weight to at least one of said plurality of search elements. This advantageously provides a search system which provides the user with the ability to modify a search title and assign specific significance to various search elements. For example, a user may assign 90% importance to the actor element while assigning only 10% significance to the director element. This is beneficial because the claimed system allows a user to quickly modify a title and retrieve results based on the user's defined relative importance of various search elements. The present invention is far superior to the previous systems which simply display results based on shows related to a selected show and limited significance of search elements. There is simply no prior art teaching or suggestion whatsoever concerning the ability to extract titles for user modification and the ability to assign specific incremental significance to various search elements.

Herrington et al., U.S. Publication No. 2004/0221310, is directed to a system for searching program information based on interest in and attributes of a given program. See ¶ 0006. Specifically, a program guide allows a user to locate programs that are related to a particular program. See ¶ 0051. The guide may further locate programs based on an attribute that matches an attribute of a given program such as common actor and content, on a plurality of matching attributes, and on attributes related to the attributes of a program such as prequel, sequels, etc. See ¶ 59. Harrington et al. discloses that a user may assign various importance levels, such as 1) required, 2) desired, 3) ignored, or 4) excluded, to the program attributes. See ¶ 0064. Finally, the results may be sorted based on which attributes caused a match. See ¶ 0062. However, Harrington et al. simply does not disclose that a selected title is extracted from program listings wherein the extracted title may be modified by the user. Moreover, Harrington et al. does not disclose or suggest the ability to assign incremental or scale values to the attributes. Harrington does not render obvious the claimed invention.

Graves et al., U.S. Patent No. 5,410,344, is directed to a viewer evaluation system which selects audiovisual programs for presentation based on the viewer's preferences. See Col. 2, lines 23-28. Graves et al. discloses a system which encodes descriptive information about the attributes, such as name and actors, of a program into a program header. See Col. 4, lines 7-14. Graves et al. further discloses comparing a personal preference file of a viewer to the program header to generate a grade for each analyzed program using a hierarchical analytic decision-making process. See Col. 6, lines 5-14. Graves et al. discloses using a neural network process with adaptive learning capabilities to generate a list of programs. See Col. 6, lines 24-29. Graves et al. teaches that the performance of the neural network process is enhanced by interacting with the viewer to solicit his/her preferences. See Col. 6, lines 54-

59. More specifically, after a particular program has been viewed, the viewer input preference information can be quantified by adjusting a horizontal bar graph to the rating appropriate for the program just watched. See Col. 6, lines 54-68. This information is then compared to the rating assigned to same programs by the neural network process to improve the process' performance. See Col. 7, lines 39-45. Nonetheless, Graves et al. simply does not teach assigning incremental significance weight to attributes of a program prior to conducting a search. Graves et al., neither alone nor in combination with Harrington, teaches or suggests the present claimed invention.

Allport et al., U.S. Patent 6,567,984, is directed to hand-held device such as a remote capable of displaying full motion video. See Col. 3, lines 55-60. Allport discloses a device such as a remote with sliders, push buttons, knobs, track ball, etc. See Col. 6, lines 23-28. However, Allport significantly does not teach or suggest a search mechanism which can extract title information from program listings for user modification and the ability to specify incremental values to attributes prior to a search.

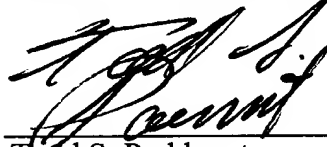
Finally, Bates et al., U.S. Patent 6,681,396, is directed to a system which accesses program information in response to a manual or automatic determination that a showing of a program has been interrupted to locate one or more repeat showings of the interrupted program. See Col. 2, lines 28-34; lines 41-47. Bates et al. discloses that the program information search may be limited to the same date or future specified dates to locate later showings. See Col. 6, lines 53-59. Nonetheless, Bates et al., neither alone nor in combination with either reference, teaches or suggests the present claimed invention.

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The references of record fail to teach or suggest these advances in the art. Applicant respectfully submits that all claims now stand in condition for allowance.

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 50-1794.

Respectfully submitted,



(Reg. #26,494)

Date: May 19, 2005

Todd S. Parkhurst

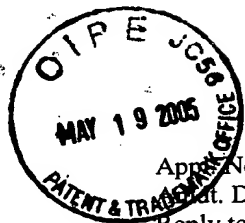
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**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States  
Postal Service as Express Mail on May 19, 2005 in an envelope addressed to:

**Commissioner for Patents  
P.O. Box 1450  
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